YALE BROADCASTING COMPANY
INCORPORATED

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Special events broadcasting, and special events in general, is an integral feature of the Ivy Network, and varies in scope from the excitement of on-the-spot interviews to the bright lights and multifarious problems of television. Yet, it includes not only these facets of radio but almost every feasible idea which touches upon the interests of college men. For Special Events is essentially programming with a dash of public relations: whether it is planning a forum, arranging to broadcast a concert, or making a record. And as such is handled by the Ivy stations through the program department under the auspices of the Program Director or a special events director.

The facet of Special Events broadcasting most common to all the Ivy stations can be loosely termed as guest-speaker shows---a designation which includes interviews, forums, lectures, discussions, speeches, and the like. Many of these programs feature personalities on the faculty and in politics, sports, and music. Closely allied with such features designed to report the news and provide colorful and distinguished guests for the college audiences, is an effort on the part of the station to provide coverage of Congressional hearings, elections, and other important events of interest.

Harvard makes a practice of carrying the annual Godkin lectures, which this year featured Adlai Stevenson on three successive evenings. John McCloy has spoken, and Justice Jackson will be heard next year. Other important lecture series are carried, as are President Pusey's important speeches. Since many of the Congressional hearings on Communism in education have centered on Harvard, WHRB has carried the Jenner, the Velde, and the McCarthy hearings in Boston, which

involved Professor Furry, and in one case the station went to Washington to broadcast a session. Broadcast tapes concerning the McCarthy-Pusey feud were given to the University, and the Corporation has used tapes in making policy on professors who have been called to testify before committees of Congress. A program called "Harvard Today" carries tape recordings of discussions and interviews with the personalities at the Harvard campus. "Student Council on the Air." "600 Hours continuous orgy."

Cornell also interviews speakers appearing on campus, sponsored either by the University or a campus organization. On the "Round the Quad" program, personalities such as James Reston, Ezra Taft Benson, Al Capp, Eleanor Roosevelt have appeared. Speeches by Governor Dewey and Arthur Dean have been carried, and feeds from a local station for speeches by Eisenhower, Dulles, and McCarthy are used. The Cornell report perhaps sums up the policy of covering such special events: "As a general statement, we try as much as possible to broadcast all events possible on campus that would have a large campus audience, and in such quantities as not to seriously effect our normal program schedule."

Princeton has a special program featuring exclusive, on-the-spot interviews with UN delegates, including Ralph Bunche and Eleanor Roosevelt. The other Ivy stations also log interviews and forums, with the WYBC Forum of the Air, an educational program with professors on the Yale faculty debating campus and policital issues, being typical of the programs. The Forum has presented a Best Lecture series with a different professor delivering each week what he considers his finest lecture, buth academically and from the point of view of popular appeal. Religious services in the University Chapel, including a series of Theological talks, are carried regularly by WYBC. The local theatre, the home of most of the pre-Broadway tryouts, furnishes many Hollywood and stage actors and actresses for Yale's microphones. WYBC's photography department is always careful to take

pictures of all guest personalities in front of the mikes, with the call plates prominently displayed. Dartmouth has a series of literary reviews, commentaries on world news, national news, and an economic analysis and forecast. These programs aim to educate while they inform and entertain.

Moving on to even more specialized facets of news coverage, several Ivy stations make a policy of analyzing pre-election campaigns and reporting election results. Harvard and Yale seem to be the leaders in this respect. Prior to the election, WYBC had a weekly scripted Campaign Report program, describing the week's activities and using public opinion polls to analyze the election picture. On election night, extra tickers were used, and every available means of getting the results to the huge audience were pressed into use. WYBC had direct lines into National Party headquarters in New York, with portable tape machines to record interviews, as well as transmission facilities in New Haven election centers. Almost all the station personnel participated in the night's coverage, with a large percentage deployed to record results of all contests from President down to Congress and the Governors. Announcers read the returns as quickly as they came in. Both Harvard and Yale reported themselves running ten to fifteen minutes ahead of the network stations, and impartial listeners praised the superior coverage of the college stations.

Drama, although not a staple, allows room for production and ingenuity and is present at most Ivy stations. Religious works are among those featured with WVBR working in conjunction with the Ithaca College Radio Workshop and WYBC working with the Yale Drama School. In addition to these shows, WVBR has short story time and the Big Red Theater, besides co-operating with Columbia University in producing a program called ~~Film~~ Fun Fare. WDBS also has several dramatic shows including Studio 54, the Dramatic Workshop, and Episode.

Symphonic and choral music, always plentiful on record, offers a pleasant diversion when presented as part of special events broadcasting. The variety of programming ranges from the policy of WVBR to cover any major concert by popular or classical artists, to WHRB, which broadcasts the Harvard-Radcliff orchestra in addition to sponsoring a series of concerts by Harvard composers, which WYBC also did recently. WDBS highlights the year with a Christmas season presentation of the Glee Club and special Christmas programs. And finally, WYBC annually presents the Yale Band plus a concert of chamber music originating from one of the residential colleges.

On the lighter side of the music world are the ever-present informal college singing groups, jazz groups, and other instrumental groups. These popular programs originate from bars, restaurants, and hotels throughout the Ivy League and frequently have large audiences at the broadcast as well as audio-wise. This fact in itself is a large selling point, and a good many times the reason why the Ivy stations can truck their remote equipment into the Hanover Inn at Dartmouth or the local concert hall at Cornell to broadcast a local pianist or a world-famous musician like Stan Kenton. The willingness of the many informal campus groups also is a factor in creating listenable, even public service programming. In this latter field, WPRU has done a commendable job, co-operating with singing and jazz groups and the Campus Fund Drive, they produced a thirteen hour marathon broadcast in an effort to raise funds for the drive. Broadcasting from 7:30 p.m. until 8:30 a.m. and using the group music interspersed by faculty talks about what the money is used for, the drive went $3,000 over the top with WPRU gaining comparably in respect and reputation. Yet all is not fund drives and the informal groups are primarily formed to entertain the students so adequate provision is made to meet this demand. WDBS broadcasts an undergraduate pianist

"At the Keyboard", and has local jazz on "Varietytime". WVBR acquiescing to the cries of Dixie lovers broadcasts one-half hour of "Dixie on a Sunday Afternoon" encouraging students to drop into the student union where the program originates and join the "Charleston Party". WYBC, in good Yale tradition, features jazz bands at it's station parties, heelers meetings, and TV. These eminate from various places on the campus, including the fraternities. Known the world over, the Whiffenpoofs are only one of the many Yale groups found on WYBC's record, Yale Sings. This LP recording, an outgrowth of a popular weekly program "Yale Sings" featuring the best in campus singing, and now that it is on television, the best in Vassar and Smith singing too,has already sold thousands of copies and run through many pressings. WPRU has realized the market for a record of this type and so has just recently produced a like disc.

Jazz, group singing--the only thing missing is dance music, and the Ivy stations cover dances, proms, and parties with especial zeal. WVBR broadcasts the big week-end dances while both WDBS and WYBC broadcast their winter promenades. Dartmouth presents the Crowning of the Prom Queen, while the Yale Broadcasting Company features their own date whom they escort. Among those who have been so honored by WYBC have been the Misses Peggy Lee and Lu Ann Simms. The "Prom Date" sings with a name band at the prom and over local radio and TV stations, besides being feted by WYBC with dinner at Mory's and a post-prom party. WYBC also has the Rheingold Girls as their guests during Freshmen Orientation Week to introduce the frosh to WYBC, the Rheingold Girls, and Rheingold Beer. This is broadcast to the campus and serves as a good excuse to start off the year with a party.

Worthy of note are the efforts of Princeton and Yale in the sports field. Inaugurated by WPRU and now used by WYBC is the sports network featuring broadcasts of the football games to the various alumni clubs throughout the country.

A great many stations carry programs of an extremely specialized and unique nature, which are more often than not either a one-shot basis, or representative of a certain special talent or interest. Some of the more diversified and original of these shows by Ivy stations are well worth mentioning as outstanding examples of what creative college undergraduates can produce. WDBS, Dartmouth, produces two quiz shows which have stimulated interest on the campus--one, the Student-Faculty Quiz, pitting two students against two faculty members, the other a variation on "Twenty Questions". When the freshman class studies Shakespeare, the station offers readings from the current plays to aid in assimilation of the spoken material.

Harvard and Yale both carry extensive special features during the opening week of the fall term. Outdoor broadcasting of interviews, news, and music acquaint the incoming freshmen with the operations of the college station. Remotes from Freshman Commons bring radio right to its audience. Cornell broadcasts a request show from a local luncheonette. Princeton covers its apparently numerous riots with "a broken window by broken window account", featuring on-the-spot descriptions of arrests. Brown, Yale, and Princeton also feature a female disc jockey, of the "Lonesome Gal" variety, which always results in eager telephone calls. A number of Ivy stations, including Harvard, Yale, and Dartmouth, make a practice of inviting their counterparts at Wellesley, Smith, and Holyoke and other colleges to take over broadcasting operations for one evening. These programs always draw large audio audiences, and many students are lured down to the studio. WYBC has a weekly taped humor show, featuring impersonations and take-offs of well-known commercial programs. A French student at Yale plays French records and discusses French culture in general. The Annual Beer and Bike race is covered at both start and finish. WYBC also pipes dinner music nightly

into Freshman Commons, and brings the lists of room allocations and activity elections first to its listeners. They also pioneered in organizing, publicizing, and broadcasting an endurance Pipe Smoking Contest, which brought 80 contestants for the 53 prizes the local pipe merchant sponsor was offering. The winner proved that one-fourth ounce of tobacco can last over two hours and a half. These various programs are only a sampling of the continuous efforts made by the personnel of the different Ivy stations to bring diversified, live entertainment and education to its audience. WXPN.

The newest and largest undertaking in the special events field is the addition of television to the activities of the Yale Broadcasting Company. As yet no other stations have attempted this, and this leaves to WYBC the title of the only student-owned and operated television station in the U. S. A. A history of the development of a television station at Yale must begin with the story of five Yale undergraduates and their interest in television as a means of communication and education. The essential equipment, a complete camera chain, came into their hands through a schoolmate's father, Gerard Montjoy, who was chief engineer of Stromberg-Carlson. He possessed an ancient RCA iconoscope television camera chain. This was the same camera that was on display at the New York World's Fair in 1939. It was loaned on the condition that it be used to advantage.

Once the camera was put in working condition by the five would-be engineers, a series of programs telecast to a college lounge was planned. Interested students soon gathered to assist in these presentations and a small number of one hour variety shows were produced for purposes of experimentation.

On March 9, 1953, the small cast of television personnel joined with the Yale Broadcasting Company in order that the two organizations might enhance and further the capabilities of both media. The four executive members of the television

station were accepted as full members of WYBC and formed the working personnel of the newly created television department. One of these members was approved as the department head, an assistant program director in charge of television, and allowed to sit as a non-voting, advisory member of the WYBC Executive Board. The original television workers were allowed to heel the television department of WYBC in an abbreviated competition . Eleven were elected to full membership and they began the job of transferring the TV studio to Hendrie Hall, the site of the radio station.

A planned excursion to New York by three members of the television department for the purpose of eliciting funds for the purchase of a new TV camera was rewarded with the gift of a Dumont camera. Mr. Norman Glenn, editor of Sponsor, a radio and television trade magazine, donated the camera in the interest of educational television, for which he paid the list price of $2,850. In return, he received extensive publicity, the distinction as the father of student-owned and operated television, and the gratitude of the entire station membership.

By late October of 1953, the technical department had mastered the operation of the camera, laid thousands of feet of co-axial cable, and equipped a studio for television operations. The camera, often called the Brief-case Camera for its compact size, contained its own sinc-generator and, at first, was the sole source of power for transmitting the video signal to the college TV sets. The video signal proceeded along the closed circuit used for the radio signal without interference. Without an FM transmitter, all television had to be simulcast, making a radio a necessity at each TV receiver. Later, an amplifier and a video transmitter were built by the technical department.

The production department planned to capture campus and national publicity on the inaugural TV show with the new camera. NBC talent for the show included

Morey Amsterdam, Jerry Lester, and Gene Raeburn. The Pabst Brewing Company paid $725 to sponsor the two hour opener, of which WYBC received $300, the remaining portion being divided between Ivy and Warrick and Legler. National publicity included a lengthy article in Newsweek, a picture in Life, brief mentions in newspapers including the New York Times, the New York Herald Tribune, and a Milwaukee paper. Articles about WYBC-TV also appeared in the Yale Scientific Magazine, and the Yale Temple football program.

Following the very successful opener, a weekly series of television programs was begun. These programs were designed to further the aims of educational television, retain and increase the poetntial audience, and provide a vehicle for further experimentation and training of personnel. With the added gifts of props and stage equipment from NBC and a monetary gift for the purchase of additional technical improvements, WYBC-TV was ready to expand its telecasting schedule to the present two hour production.

The history of the rise of television is marked by the vision of many people who first perceived the possibilities of the television medium on a college campus, and their energy in promoting the idea. It is further marked by the adaptation of individuals and the Yale Broadcasting Company as a whole, to the organizing and running of a small scale television station. The problems faced a year ago were the problems faced by the pioneers in television. Technical and production procedures had to be learned and mastered in a short time. Though this learning can never be completed for the complexity and dynamics of the television medium, the station that began as an experiment has become a functioning reality on the Yale Campus.

Respectfully submitted,

Theodore E. Calleton
Ivy Representative, WYBC

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